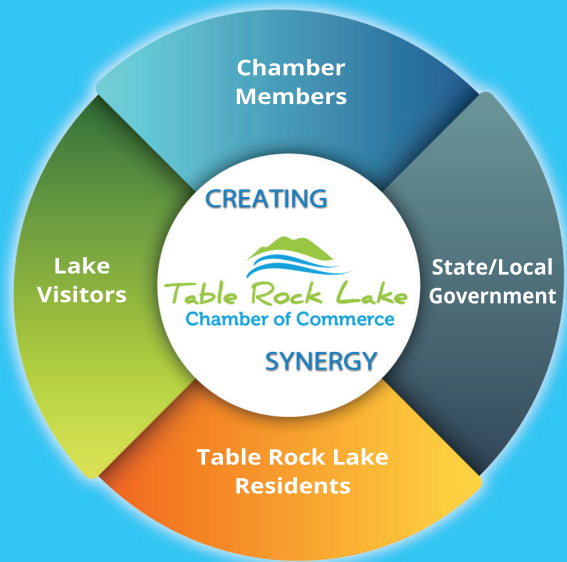


Member Marketing Services Overview

2018



In 2018, we will spend nearly \$650,000 in marketing member businesses and Table Rock Lake as a visitor destination

- 1 TV ads in Kansas City Metro, Little Rock, AR and Wichita, KS; Billboards in Kansas City
- 2 Print Ad in 2018 Missouri Official Travel Guide
- 3 2018 MO Travel Guide newspaper insert – goes to 1 million subscribers in 24 Midwest markets
- 4 Digital/online marketing to drive traffic to our website, VisitTableRockLake.com, featuring member businesses
- 5 SEM – designed to ensure Table Rock Lake Chamber’s website appears at the top when searching keywords
- 6 Magazine print ads: Rural Missouri and Missouri Motorcycle Guide
- 7 Printing and distribution of 80,000 Table Rock Lake Vacation Guides
- 8 Investment in social media marketing
- 9 Travel show booths in Kansas City, St. Louis and Springfield to distribute visitor information
- 10 Manage VisitTableRockLake.com to capture leads and drive business to member websites



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Funding Sources Include:

- ➔ Donations from our generous Member Marketing Partners
- ➔ Contribution from Stone County Commission
- ➔ Participation in the State of Missouri matching marketing grant program through funds distributed by the Taney County Tourism Enhancement District
- ➔ Grant from Table Rock Lake Advertising Marketing Development Council
- ➔ Product sales and events

Thank You 2017 Marketing Partners!

